

## **KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD**

### **Meeting Minutes**

**October 24, 2013**

#### **Call to Order and Roll Call**

The twelfth meeting of the Kentucky Health Benefit Exchange Advisory Board was held on Thursday, October 24, 2013, at 1:30 p.m. in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange. Carrie Banahan, on behalf of Commissioner Sharon Clark, Chair, called the meeting to order at 1:40 p.m., and the Secretary called the roll.

Board Members Present: David Allgood, Andrea Bennett (phone), Jeffrey Bringardner, Dr. Joe Ellis (by phone), Ed Erway, Carl Felix, Donna Ghobadi, Connie Hauser (by phone), Julie Paxton, Tihisha Rawlins, Dr. John Thompson, and Marcus Woodward. Gabriela Alcalde, Commissioner Mary Begley, Ruth Brinkley, Commissioner Lawrence Kissner, and Deborah Moessner were not present at the meeting.

Staff Present: Carrie Banahan, Miriam Fordham, Jean Klinge, Bill Nold, Brenda Parker, Kathy Ramsey, Sherilyn Redmon, Melea Rivera, Chandra Venettozzi, and Maggie Woods (DOI).

#### **Approval of Minutes**

A motion was made to accept the minutes of the September 25, 2013, meeting, seconded, and approved by voice vote.

#### **Update on Office of the Kentucky Health Benefit Exchange Activities**

Carrie Banahan, Executive Director, Office of the Kentucky Health Benefit Exchange (KHBE), updated the members on the Exchange activities. Ms. Banahan reported that Kentucky's Exchange has had a successful launch since its "Go Live" on October 1. During the first week of the launch, KBE staff participated with the Governor and Lieutenant Governor in a tour throughout the state and unveiled the kynect kiosks that will be placed in locations such as hospitals and health centers. The goal is to have at least one kiosk in each county.

Jean Klinge, Division Director, KHBE, updated the members on the KHBE education and outreach activities. October has been a very busy month with a number of events including participation in the upcoming Woolly Worm Festival in Beattyville. About 22,000 kynect tote bags were distributed at the State Fair in August and another 50,000 have been distributed through various outreach events. Educational materials including posters, table tents, and brochures have been developed and distributed to the kynector agencies and other organizations to help with enrollment. There are continued advertisements in the print media with a advertisement aimed at small businesses set to appear in the Lane Report. The KHBE staff has participated in phone banks on WAVE-TV in Louisville and KET. The social media presence continues with sites such as Facebook, Twitter, and LinkedIn.

Bill Nold, Deputy Director, KHBE, updated the members on the training for agents and kynectors. Mr. Nold reported that 1,462 agents have completed training; 1,000 agents have been on-boarded on to the system; and about 1,000 have started but not completed training. A little over 300 kynectors have been on-boarded, but a number of kynectors have not completed training. All instructor led training has been completed and only the web-based training for the kynectors remains to be done. The KHBE continues to monitor feedback from the training program to identify improvements to be made for future training.

Chris Clark, Program Manager, KHBE, briefed the members on the system performance to date. Mr. Clark reported that there was a system glitch on October 1 with account creation, but consumers could continue to do pre-screenings. The KHBE continues to improve the system and there is at least one system update per month with improvements to continue through June 2013 and the final system release. Release 3 for the case worker system will “Go Live” on December 16. This will provide more channels for individuals and families to get assistance with enrollment.

In response to a question, Mr. Clark noted that one key decision that has made the launch of Kentucky’s Exchange go more smoothly than the launch of the federal Exchange was the decision to allow for a pre-screening function. Also, the design of Kentucky’s website was balanced to appeal to a broad consumer base. Ms. Banahan also noted that the magnitude of the federal undertaking was much larger than Kentucky’s which was focused on only the state’s Exchange.

Kevin Kelly, Deloitte Consulting Services, provided metrics for a number of activities on the Exchange website. Mr. Kelly reported that the consumer website usage pattern shows more use of the website during the business hours than during the non-business hours. The weekends have not seen the high utilization of the website that was forecasted. In line with the typical enrollment period, it was anticipated that there would be high interest on October 1 with interest waning and an uptick in activity around Black Friday. There may be another lull before January 1 and another uptick in activity closer to the end of the open enrollment period in March 2014.

Ms. Banahan reported on the enrollment metrics to date with 305,000 unique visitors, 7.2 million web site viewers, 267,000 pre-screenings, and 16,000 enrollments.

### **Subcommittee Reports**

#### Behavioral Health Subcommittee

Julie Paxton, Chair, reported that the Behavioral Health Subcommittee has not met since the last Advisory Board meeting.

#### Dental/Vision Subcommittee

Dr. Joe Ellis, Chair, reported that the Dental/Vision Subcommittee has not met since the last Advisory Board meeting.

#### Education/Outreach Subcommittee

Tihisha Rawlins, Chair, reported that the Education and Outreach Subcommittee held a meeting on October 24, 2013. Chris Clark, Program Manager, KHBE updated subcommittee members on the Self-Service Portal (SSP) metrics and noted that information on the SSP metrics can also be viewed on the Governor's website. Mr. Clark reported that the system will continue to improved and enhanced each month. In addition to the monthly enhancements of the SSP, case workers from the Department for Community Based Services will be able to access the system on December 16, 2013, and complete the application process.

Jean Klinge, Division Director, KHBE, updated the subcommittee members on the call center and provided the most recent data on the total number and types of calls. Ms. Klinge reported that the KHBE office has focused outreach and education efforts in Medicaid Regions 4, 5, and 8 until kynector agencies are identified and trained in the remaining Medicaid Regions – Regions 1, 2, 6, and 7. The KHBE plans to select organizations from the Request for Proposal for kynectors in the remaining Medicaid.

The subcommittee members requested that additional metrics to be provided from the KHBE database and to be notified when the KHBE begins conducting instructor led training sessions.

The KHBE staff also reported that two webinars for public librarians have been completed with additional webinars scheduled for November 2013 and updated the members on the status of the agreements with sister agencies within the Cabinet for Health and Family Services.

The next meeting of the subcommittee is tentatively scheduled for November 21, 2013.

#### Navigator/Agent Subcommittee

Marcus Woodward, Chair, reported that the Navigator/Agent Subcommittee has not met since the last Advisory Board meeting.

#### Qualified Health Plans Subcommittee

Deborah Moessner, Chair, reported that the Qualified Health Plans Subcommittee has not met since the last Advisory Board meeting.

#### Small Employer Health Options Program (SHOP) Subcommittee

Jeff Bringardner, Chair, reported that the SHOP Subcommittee has not met since the last Advisory Board meeting. The next meeting of the subcommittee is scheduled for November 21, 2013.

A motion to accept the subcommittee reports including the recommendations contained therein was made, seconded, and approved by voice vote.

#### **Other Business**

The next meeting of the Advisory Board will be held on December 19, 2013, at 1:30 p.m., in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange.

**Adjournment**

The meeting was adjourned at 2:18 p.m.